

ORDER FORM SPECIFICATIONS AND PROCEDURES

This document defines requirements and recommendations for all Slims continuity order forms and consumer ordering information and instructions. The original document has been altered slightly with the approval of Fulfillment.

The following fields are **REQUIRED** on all order forms:

- Signature (required)
- Date of Birth (required)
- Today's Date
- Title (Ms, Mrs, Mr)
- Name
- Address
- Phone Number

The following procedures and language are **REQUIRED** on all order forms:

- **CERTIFICATION LANGUAGE**

"BY PARTICIPATING IN THIS OFFER AND SIGNING ABOVE/BELOW, I CERTIFY I AM A SMOKER 21 YEARS OF AGE OR OLDER, AND I AM ALSO WILLING TO RECEIVE CIGARETTE COUPONS AND BRANDED INCENTIVE ITEMS IN THE MAIL, SUBJECT TO APPLICABLE FEDERAL AND STATE LAWS."

- "Do not send cash" (when asking for S&H payment)
- "No group or organization orders will be honored"
- "Offer expires and orders must be received by 00/00/00"
- "Please allow 10-12 weeks for delivery"
- "Not responsible for lost, late, damaged, misdirected or postage-due mail"
- "Offer void to employees of Philip Morris and its advertising agencies"
- "Offer good only in the U.S.A."
- "Offer void where restricted or prohibited by law"
- "Offer void in Kansas" (multi-item offers)
- "Offer not transferable" (Direct Mail of personalized order form only)

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Requirements (con't)

- Continuity piece must have source code or return P.O. box address directly on the order form; if otherwise, encode P.O. Box number (e.g, POB 9562) in a visible spot on the order form so data entry processor knows what offer is before him.
- 800 # must be on the leave-behind portion of offer.

The following language and procedures are **REQUIRED** in all catalog ordering information:

- "Please allow 6-8 weeks for fulfillment of catalog requests"
- "Catalog requests must be received by 00/00/00" (two months before offer expiration date)
- "Order will be rejected if signature and date of birth not provided"
- "Items may be shipped separately"
- "Carton UPCs not accepted" (Exception: B&H Deluxe)
- "Excess UPCs will not be returned"
- "PLEASE PRINT CLEARLY"
- "Copies of order form will not be accepted" or "Only original order form will be accepted"
- **LIMITS:**
Catalogs: Limits:(#)of any one item per person; no more than (##)total items throughout the promotion

Multi-item Offers: Limits:(#)of each item per person; total of(#)items

Single Item Offers: Limit:(#)per person

Survey Bounce Backs: Limit:(#)per person regardless of number of surveys submitted
- Limits, fulfillment period and certification language should be **bolded**.
- All copy and fonts must be **clear** and **legible**.
- In catalogs, the 800 number should be printed as much as possible.

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Recommendations (con't)

- A visual of pack UPC or pack with UPC blowout should be included with ordering information.
- Advise consumer to keep copy of order along with 800#.
- Request that consumer verify postage and remit S&H and UPCs in a padded envelope.
- Place all information which has to be key entered on the face of the order form, not on the backside or other location where the data processor can not see it with all other information. Example: lasered mailing address and area for change of address must be on the face of the order form.
- Avoid using half script/half print format on lasered address labels; it is difficult for the data entry processors to read.
- Do not include source code letter in full mailing address, and do not insert a dash between source code numbers and source code letter(s). Correct source code: **1234A**
- If the offer includes bonus UPCs, preprint their value as a subtotal on the personalized order form.
- Preprint as much information as possible on order form: UPCs, \$, year (00/00/**96**), etc.
- The numerical equivalent of letters must be printed beneath vanity 800 numbers (1-800-2-BENSON) in clear and legible type.
- If items are available in multiple colors or sizes, the order form must clearly indicate how the offer limits apply. See below for example:

ITEM	COLOR	SIZE
1. Lighter		
2. Jacket	Red	Small Medium Large XLarge
	Black	Small Medium Large XLarge
3. Ashtray		

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